

Attorney Case No.: 100-062USA000

SUBSTITUTE SPECIFICATION OF US APPLICATION NO. 10/812,341

INTERNET-BASED PRODUCT BRAND MARKETING COMMUNICATION NETWORK
CONFIGURED TO ALLOW MEMBERS OF A PRODUCT BRAND MANAGEMENT TEAM TO
COMMUNICATE DIRECTLY WITH CONSUMERS BROWSING HTML-ENCODED PAGES AT AN
ELECTRONIC COMMERCE (EC) ENABLED WEB-SITE ALONG THE FABRIC OF THE WORLD
WIDE WEB (WWW), USING PROGRAMMABLE MULTI-MODE VIRTUAL KIOSKS (MMVKS)
DRIVEN BY SERVER-SIDE COMPONENTS AND MANAGED BY PRODUCT BRAND
MANAGEMENT TEAM MEMBERS

Inventors:

Thomas J. Perkowski
Vaibhava Muchhal
Katherine Kennedy
Fernando Ulloa, Jr.
Kathleen O'Hara

RELATED CASES

This Application is a Continuation-in-Part of Application No. 10/693,856 filed October 24, 2003, now abandoned; which is a Continuation-in-Part of Application No. 10/602,990 filed June 24, 2003, now abandoned; which is a Continuation-in-Part of Application No. 09/716,848 filed November 17, 2000, now abandoned; which is a Continuation-in-Part of Application No. 09/695,744 filed October 24, 2000, which is a Continuation-in-Part of Application No. 09/641,908, filed August 18, 2000, now abandoned; which is a Continuation-in-Part of copending Application No. 09/599,690 filed June 22, 2000, now abandoned; which is a Continuation-in-Part of copending Application No. 09/483,105, filed January 14, 2000, now abandoned; Application No. 09/465,859 filed December 17, 1999, now abandoned; which is a Continuation-in-Part of copending Application No. 09/447,121 filed November 22, 1999, now US Letters Patent No. 6,625,581; copending Application 09/441,973 filed November 17, 1999, now US Letters Patent No. 6,961,712; which is a Continuation-in-Part of Application Serial No. 09/284,917 filed October 27, 1999, now abandoned, which is a National Stage Entry Application from International Application No. PCT/US97/19227 filed October 27, 1997, published as WIPO Publication No. WO 98/19259 on May 7, 1998; as well as a Continuation-in-Part of the following U.S. Applications: No. 08/736,798 filed October 25, 1996, now U.S. Letters Patent No. 5,918,214; No. 08/752,136 filed November 19, 1996, now U.S. Letters Patent No. 6,064,979; No. 08/826,120 filed March 27, 1997, now abandoned; No. 08/854,877 filed May 12, 1997, now U.S. Letters Patent 5,950,173; No. 08/871,815 filed June 9, 1997, now US Letters Patent No. 7,143,055; and No. 08/936,375 filed September 24, 1997, now abandoned,



SUB SPEC
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